

The best Tweets from #Polis2015

Polis Conference 2015 on Journalism and Elections was held in 27th March. A discussion on twitter with the hashtag #Polis2015 was unfolding during the conference.



[View as slideshow](#)**Charlie Beckett**

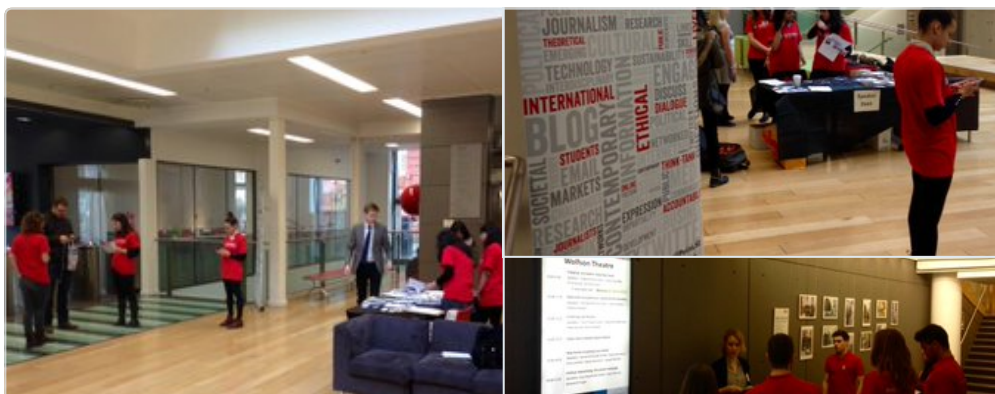
@CharlieBeckett

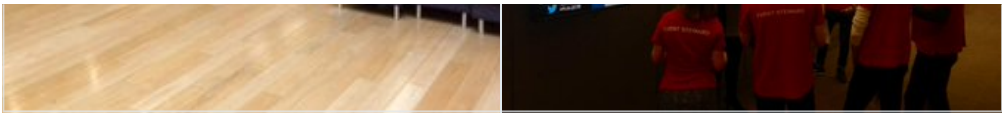
 Follow


This is where our conference is today. Doors open 9, kickoff 9.30 [#polis2015](#) [polisconference.com](#)

8:32 AM - 27 Mar 2015

  3  4











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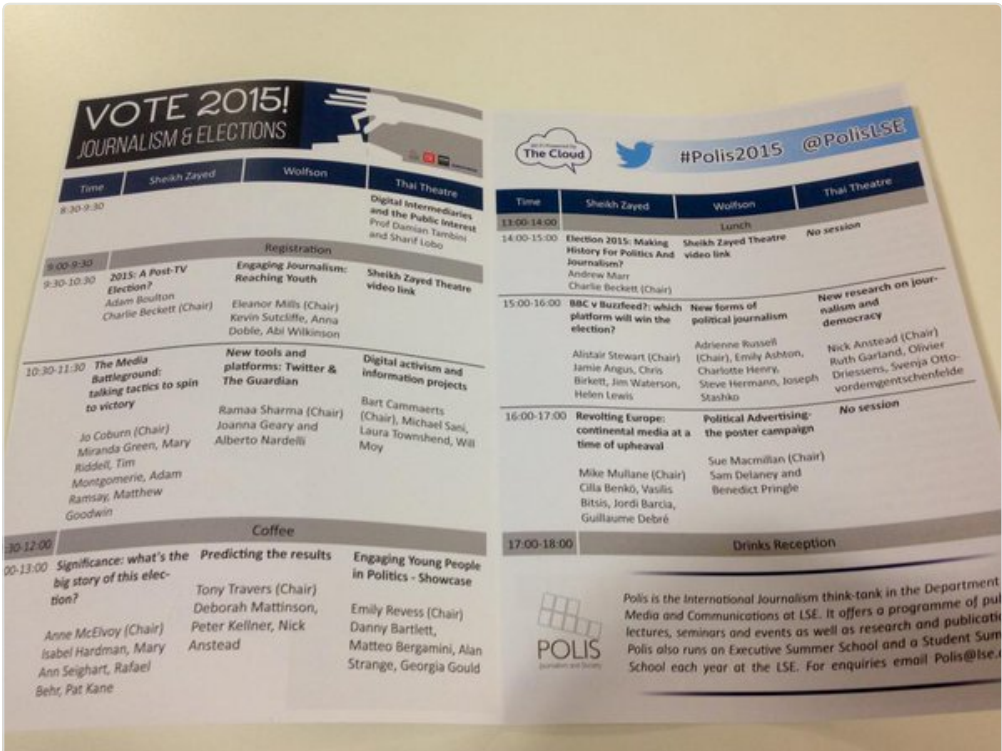
@PolisLSE




First impressions from #Polis2015: we're ready to kick off, looking forward to an exciting day!

8:44 AM - 27 Mar 2015

 5  1








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Here's the full programme for #Polis2015 in... analogue form: which session are you most looking forward to?

8:50 AM - 27 Mar 2015

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Conor McNally
@conor_mcnally

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Back at London School of Economics this morning. This time for [#Polis2015](#)

9:20 AM - 27 Mar 2015

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Early Session: 'Breakfast Briefing on Digital Intermediaries and News' featuring Damian Tambini and Sharif Labo from The LSE Media Policy Project





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.@LSEmediapolicy's @damiantambini during today's very first session in the Thai Theatre #Polis2015

9:17 AM - 27 Mar 2015



Keynote I: 'A Post-TV Election?' featuring Adam Boulton



Packed theatre for @adamboultonSKY keynote speech #Polis2015 great start to the conference @maryleong @CharlieBeckett <http://t.co/DDeipYHIBQ>

Packed theatre for @adamboultonSKY keynote speech #Polis2015 great start to the conference @maryleong @CharlieBeckett pic.twitter.com/DDeipYHIBQ



EMILY REVESS @EMILYREVESS · 2 YEARS AGO



Emily Revers
@EmilyRevers

'Considerable interaction between those following politics and those entering into politics themselves' @adamboultonSKY #Polis2015



2 YEARS AGO



Katie Harrison
@harrisonkt_

Follow

Clip from Election Night 92 to kick off #polis2015 Journalism & Elections keynote. @adamboultonSKY looking VERY young there!

9:45 AM - 27 Mar 2015



Nick Anstead
@NickAnstead

Follow

Interesting note from @adamboultonSKY: there will be a Scottish specific exit poll on election night #Polis2015

9:46 AM - 27 Mar 2015

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**Emma Goodman**

@EmmaMayAlex

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2010 was peak TV election with the debates, we at @SkyNews put pressure on parties, threatened to empty chair -

[@adamboultonSKY](#) #Polis2015

9:49 AM - 27 Mar 2015

2



Interesting: @adamboultonSKY debates are a common service. #Polis2015 #GE2015
<http://t.co/YldmSPo8xz>

Interesting: @adamboultonSKY debates are a common service. #Polis2015 #GE2015
pic.twitter.com/YldmSPo8xz



EMMEKE HULSHOF @ESHULSHOF · 2 YEARS AGO

**Katie Harrison**

@harrisonkt_

[Follow](#)

Election TV debates: @adamboultonSKY doesn't think they hugely change voters' minds; more about informing & reinforcing views #Polis2015

9:54 AM - 27 Mar 2015

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**WonkComms**

@WonkComms

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Here's the Reuters Institute 'Leaders in the Living Room' paper plugged by @adamboultonSKY at #Polis2015

reutersinstitute.politics.ox.ac.uk/sites/default/...

9:55 AM - 27 Mar 2015

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**Charlie Beckett**

@CharlieBeckett

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Adam Boulton describes 'kitchen'-style TV coverage of election

Adam Boulton discusses kitchen style TV coverage of election as 'woeful' #Polis2015

10:03 AM - 27 Mar 2015

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Media Policy Project
@LSEmediapolicy

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You can read @NickAnstead's research on pre-election TV debates, including lessons from abroad, here - [blogs.lse.ac.uk/mediapolicypro...](https://blogs.lse.ac.uk/mediapolicyproject/2015/03/27/pre-election-tv-debates/) #Polis2015

10:05 AM - 27 Mar 2015

New Research: How to save the 2015 televi...

Just as the UK's Prime Minister takes a strong position on televised debates LSE's Nick Anstead announces his new research blogs.lse.ac.uk

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@PolisLSE

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.@adamboultonSKY bringing many audiovisual examples to outline changes in TV election coverage #Polis2015

10:07 AM - 27 Mar 2015

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**Nick Levine**

@nicklevine

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"Marginal" clip shows how poor the quality of political discourse is on commercial news channels [#Polis2015](#)

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**Vincent Baby**

@vb2b

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"Today nobody watches the news by accident. They either decide to watch it or decide to play Minecraft."

[@adamboultonsky](#) [#Polis2015](#)

10:09 AM - 27 Mar 2015

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**Emmeke Hulshof**

@eshulshof

I've never heard so many people laughing during a talk about politics [@CharlieBeckett](#) [#Polis2015](#) [#GE2015](#)

2 YEARS AGO

**Ayden Férdeline**

@ferdeline

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.[@adamboultonSKY](#): "Press officers' main skill is that they don't know anything, so they can't tell you anything" [#Polis2015](#)

10:22 AM - 27 Mar 2015

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**Leonora Merry**

@leonoramerry

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"We don't serve the viewers by getting too close to the politicians. We need to keep distance", says [@adamboultonSKY](#) [#Polis2015](#)

10:23 AM - 27 Mar 2015

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The very talented scribing artist [@silvia_alba](#) did this inspired by [@adamboultonSKY](#)'s keynote at [#Polis2015](#): amazing!

2:15 PM - 27 Mar 2015

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'Engaging Journalism: Reaching Youth' featuring Eleanor Mills, Kevin Sutcliffe, Anna Doble and Abi Wilkinson





Rita A. Tudela

@RitaTudela

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#FF to @EleanorMills @KevinSutcliffe_ @annadoble @AbiWilks, talking today at #Polis2015 @PolisLSE

9:30 AM - 27 Mar 2015

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Alastair Reid

@ajreid

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A frankly incredible showreel of @vicenews footage after one year from @kevinsutcliffe at #Polis2015: Ukraine, Syria, Bahrain, ISIS, & more

9:41 AM - 27 Mar 2015

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Fiona Anderson

@PositiveCoach

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Love #radio1 Newsbeat's @annadoble showing use of animation to help radio reach young audience #Polis2015

9:52 AM - 27 Mar 2015

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Zhuliyana Boyanova

@zrboyanova

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If you listen to young people, they are very likely to tell you what they think @AbiWilks #Polis2015 @PolisLSE @isEuropeNews

they think. [@ADIVIWIKS](#) [#Polis2015](#) [@PolisLSE](#) [@theEuropeNews](#)

10:13 AM - 27 Mar 2015

1 1



Alana F. Avery

@avery_alana

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There is a Westminster London-centric media bubble, we need to get hacks out of London into local areas - [@eleanormills](#) [#Polis2015](#)

10:19 AM - 27 Mar 2015

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IndexCensorshipMag

@Index_Magazine

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.[@KevinSutcliffe](#) asked if [@vicenews](#) sensationalises human suffering. A: "no, we go for authenticity and immersion."

[#Polis2015](#)

10:29 AM - 27 Mar 2015

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'The Media Battleground: Talking Tactics to Spin to Victory' featuring Jo Coburn, Miranda Green, Mary Riddell, Tim Montgomerie, Adam Ramsay and Matthew Goodwin



**Leonora Merry**

@leonoramerry

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Great line up at [#polis2015](#) on the election battleground, incl [@Jo_Coburn](#) [@montie](#) [@MaryRiddell](#)

10:42 AM - 27 Mar 2015

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**Niklas Manhart**

@NManhart

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Yesterday's debate watched by 2,6 mio, first 2010 debate by 10 mio, says [@montie](#) at [#Polis2015](#)

10:44 AM - 27 Mar 2015

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**Steve Hill**

@pow365

 Follow

[@montie](#) [#Polis2015](#) "Massive fragmentation of audience..Not a national conversation". BBC 6 o'clock news gets 4-5million.

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**Alana F. Avery**

@avery_alana

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With social media people can choose to follow specific topics that interest them - [@montie](#) on Media Battleground panel [#Polis2015](#).

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Charlie Beckett

@CharlieBeckett

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Happiness, for a think tank director, is a full conference
[#Polis2015](#)

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The News Hub [NEWS]

@TNH_News

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In the media [#GE2015](#) seems dull. In fact, "existential issues" at stake, and huge differences between major parties
[@greenmiranda](#) [#Polis2015](#)

11:18 AM - 27 Mar 2015



Nick Pearce

@yuzhnoblues

 Follow

On the seven dwarves of the TV debates - Nicola Sturgeon and Nigel Farage will stick out according to [@GoodwinMJ](#)
[#Polis2015](#)

11:27 AM - 27 Mar 2015





Freddie Whittaker
@FCDWhittaker

.@AdamRamsay spot on when he says experience of parties in Scotland compared to England is that they did what they promised #Polis2015

2 YEARS AGO



Tom Jeffery
@tdwjeffery

Follow

"Old vehicles for getting into power don't work": @MaryRiddell.
Insurgent parties have grasped politics of identity #Polis2015
@PolisLSE

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Carolyn
@Carolyn_Bridget

Follow

English no longer have a sense of who they are, so politicians
are struggling to grasp the public mood @MaryRiddell
#polis2015

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'New Tools and Platforms: Twitter and The Guardian' featuring Rama Sharma, Joanna Geary and Alberto Nardelli



Emma Goodman
@EmmaMayAlex

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We all know Twitter's a tool for journalists and politicians but
who else is on there? 15m+ active users in the UK says
@JoannaUK #Polis2015

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**Jon Woolfson**

@jonwoolfson

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.@JoannaUK - Twitter can be a tool for journalists and politicians; 53% of users overall are aged 18 to 34 #Polis2015

10:50 AM - 27 Mar 2015

  1  1**David Feng**

@DavidFeng

 Follow

#Polis2015 News tweets with multimedia generate 15-27% more retweets than those that are merely "text only". (To me that's no surprise!)

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2

**Federica Cherubini**

@fedecherubini

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Since its launch yesterday @periscopeco has already been used for two breaking news events, NYC explosion and a car chase in LA #Polis2015

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Sabrina Palm
@is_palm

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"Keep starting with the story, then choose the way to tell it" says
[@AlbertoNardelli](#) at [#Polis2015](#)

11:15 AM - 27 Mar 2015

  8  6



Chunhui
@songmugee

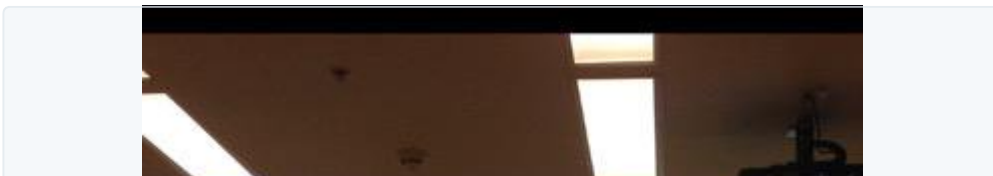
 Follow

The number of migrants is not just number, there's human story
behind each one. Alberto Nardelli made a good point re mega
data [#polis2015](#)

11:33 AM - 27 Mar 2015

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'Digital Activism and Information Projects' featuring Bart Cammaert, Michael Sani, Laura Townsend and Will Mory



**Sebastian Moss**

@SebMoss

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Talk on digital activism, citizen journalism and people power
[#Polis2015](#)

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**IndexCensorshipMag**

@Index_Magazine

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. [@38_degrees](#) formed after failure of anti Iraq war movement.
Thought what if people had exchanged email addresses after?
[#Polis2015](#)

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**Mariam Cook**

@MariamCook

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[#Polis2015](#) Laura Townshend explains 38 Degrees main
objective - underlying all activity - is making its members feel

objective - underlying all activity - is making its members feel
their own power

10:46 AM - 27 Mar 2015



Vicky Baker

@vickybaker

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Apparently @BiteTheBallot have created the Tinder for politics.
Coming soon. Sounds intriguing, @MichaelSani #Polis2015
#BattleForNumber10

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11 5



Jessica Di Paolo

@JessDiPaolo

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#Polis2015 @MichaelSani suggests creation of cafes where
people can talk about #politics. Offline Social actions&online
activism @PolisLSE

10:57 AM - 27 Mar 2015

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@Index_Magazine

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V impressed by @FullFact. Say front benches, and most papers
have corrected themselves after being called out by them.

#Polis2015

11:04 AM - 27 Mar 2015



Gaby Fantine

@gabyfantine

Follow

"It's not our job to trash politicians. We think politics and
journalism are important, that's why we do the



1



11:35 AM - 27 Mar 2015



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@PolisLSE

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Ready to go for the third session in the Sheikh Zayed Theatre:
"What's the big story of this #GE2015?" #Polis2015

12:03 PM - 27 Mar 2015



David Feng
@DavidFeng

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#Polis2015 @MASieghart 3 big Qs (will they be answered?) 1. Is this last gen election of UK? 2. How much is gov to spend? 3. What gov form?

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Ayden Férdeline
@ferdeline

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.@MASieghart: There need to be 10s of billions of pounds of cuts in government spending — all the parties agree on this point #Polis2015

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**Freddie Whittaker**

@FCDWhittaker

.@rafaelbehr says Labour MPs say you can always spot their Scottish colleagues across Portcullis House because of hollow faces #Polis2015



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**The News Hub [NEWS]**

@TNH_News

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A "new idiom" of politics "about identity, about authenticity, about belonging" in UK General Election campaign: @rafaelbehr #Polis2015

12:14 PM - 27 Mar 2015

**David Hayward**

@david_hbm

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Labour behind on the air war - fewer friends in the media than the Tories @IsabelHardman #Polis2015

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**Leonora Merry**

@leonoramerry

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.@IsabelHardman issues warning to pol journos: pace yourselves - real story will probably be what happens post-May 8th #Polis2015

12:24 PM - 27 Mar 2015

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**Tom Jeffery**

@tdwjeffery

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Is there a clash between appealing to voter identity and "who can actually run the joint" in UK's #GE2015? @annemcelvoy #Polis2015 @PolisLSE

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@PolisLSE

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"The #BattleForNumber10 TV debate demonstrated that this will largely be a policy-light election", thinks @IsabelHardman #Polis2015

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Julia Ziemer
@Julezzee

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@rafaelbehr - the media play their part in the alienating 'parlour games' of politics #polis2015

12:49 PM - 27 Mar 2015

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Freddie Whittaker
@FCDWhittaker

"I hate negative campaigning more than anything, but I'm afraid it does work" says @MASieghart #Polis2015

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Natasha Clark
@NatashaC

Follow

.@MASieghart: "Labour are still so testosterone-filled" - the people who make the policy are "the battle of the big willies" #Polis2015

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Cate Schurz
@cateschurz

Political predictions being cast by talented UK journalists: top issue, election results, future of parties. #Polis2015 is so good.

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@PolisLSE

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Great drawing of @annemcelvoy, @IsabelHardman, @rafaelbehr @MASieghart & P. Kane's session by @silvia_alba #Polis2015

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9 4

"Predicting the results' featuring Tony Travers, Deborah Mattinson, Peter Kellner and Nick Anstead





AlisonW 🕒 🍷 🍷 🍷 EU

@AlisonW

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The 'Predicting' panel. [#Polis2015](#)

12:02 PM - 27 Mar 2015



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Fiona Anderson

@PositiveCoach

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"Journalists not very good at explaining polls" [@NickAnstead](#)
[#Polis2015](#)

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AlisonW 🕒 🍷 🍷 🍷 EU

@AlisonW

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Peter Kellner talking about "incumbency bonus" for MPs elected in 2010. Interesting numbers. [#Polis2015](#)

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Nick Pearce

@yuzhnoblues

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Peter Kellner now points to the LibDems may hold more seats thanks to the personal vote, rather than the party vote

#Polis2015

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**Paul**

@Politico_Paul

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[@NickAnstead](#) Polling is increasingly becoming an art not a science. #Polis2015

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**Fiona Anderson**

@PositiveCoach

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Social media & participation not a good guide to #ge2015 results
#Polis2015 can just be "echo chamber" [@debmattinson](#)

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**Steve Hill**

@pow365

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#Polis2015 Peter Kellner of @YouGov Polls occasionally influence how people vote [Clegg mania], but minimal.

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 **AlisonW** 🕒 ☕ 🎧 🇪🇺 EU
@AlisonW

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Panellists all talking down probability of LibDems being elected. "Toxic brand". #Polis2015

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 **Nick Pearce**
@yuzhnoblues

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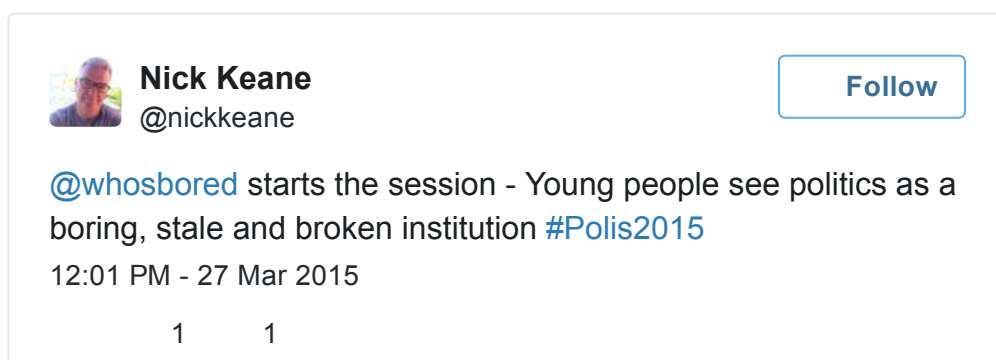
On potential turnout in the election: Cons will (always) prefer lower turnout, but the likelihood is that it will increase #Polis2015

12:54 PM - 27 Mar 2015

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'Engaging Young People in Politics-Showcase' featuring Emily Revess, Danny Bartlett, Matteo Bergamini, Alan Strange and Georgia Gould





**Marine C. Gossa**

@marinegossa

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“There are a lot of organisations telling [#YoungPeople](#) to vote when 42% do not care about [#Politics](#)” [@whosbored](#) [#Polis2015](#)

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**Alastair Reid**

@ajreid

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.[@whosbored](#) is "targeting the completely disenfranchised, those who spend all day looking at cat videos" [#Polis2015](#)

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2 1

**Patrick Swanson**

@patrickdswanson

Humor is the way to reach young people, everyone seems to agree on that. But the question is what the joke is. [#Polis2015](#)

2 YEARS AGO

**Marine C. Gossa**

@marinegossa

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“If you’re not in the [#Westminster](#) conversation, they won’t be interested in you” [@Shoutout_UK](#) [#YoungPeople](#) [#Polis2015](#)

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**Polis@LSE**

@PolisLSE

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Voting seems like a very passive act to a generation that is more about direct action - [@georgia_gould](#) [#Polis2015](#)

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**Alastair Reid**

@ajreid

Follow

Problem with disengaged youth is "political expression has migrated online, but the systems haven't" says @whosbored
[#Polis2015](#)

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Keynote II: 'Making History For Politics and Journalism' featuring Andrew Marr

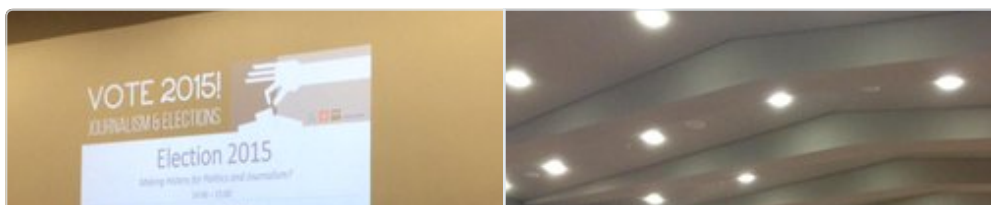
**Jakub Krupa** ✓

@JakubKrupa

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BBC's Andrew Marr about to speak on the topic of 2015 General Election at @PolisLSE's [#Polis2015](#) conference.

1:54 PM - 27 Mar 2015





Polis@LSE
@PolisLSE

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We're ready to kick off the afternoon sessions after lunch:
keynote by @MarrShow about to begin! #Polis2015

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Nick Pearce
@yuzhnoblues

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Marr opens with an outline of the election- that the outcome is both unknown and will have an actual impact on the wider populace #Polis2015

2:08 PM - 27 Mar 2015



David Feng
@DavidFeng

Follow

#Polis2015 Crisis of authority — failure after failure of managers (be they in the BBC or the NHS); Tory/Labour narratives in deep trouble.

2:08 PM - 27 Mar 2015



Natasha Clark
@NatashaC

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"Broad Conservative and Labour narratives are in deep, deep trouble," Andrew Marr tells #Polis2015

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Miceal Canavan

@MicealCan

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2 things make the election important; 1 Don't know outcome 2. Outcome really matters [@MarrShow](#) [#Polis2015](#) [@PolisLSE](#)

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Tom Jeffery

@tdwjeffery

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This is not a General Election in the UK, says Andrew Marr. This is 150 absolutely crucial local by-elections [#Polis2015](#) [@PolisLSE](#)

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Jennifer Lipman

@jenlipman

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Marr says he thinks it is by no means clear that if there is an EU referendum Britain will vote to stay in [#Polis2015](#)



referendum Britain will vote to stay in [#POLIS2015](#)

2:12 PM - 27 Mar 2015

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Freddie Whittaker

@FCDWhittaker

Marr asks what it would do if England and Scotland voted differently in EU referendum. Would destroy the Union [#Polis2015](#)



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Mandip Aujla

@mandipaujla

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"Reality is always so far ahead of what you can make up" says Andrew Marr [#Polis2015](#)

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Elliot Davies

@elimoto

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He's also at least the second speaker today to misspeak and confuse David and Ed Miliband [#Polis2015](#)

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Freddie Whittaker

@FCDWhittaker

"This is going to be an absolutely sensational election and we are all going to make terrible mistakes" says Andrew Marr [#Polis2015](#)



2 YEARS AGO



Sean Klein

@BXLSeanK

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[@MarrShow](#) tells [#polis2015](#) audience this year's election will change UK as we know it forever - and says "that's no bad thing!"



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Jennifer Lipman

@jenlipman

Follow

Marr now telling of how he ruined Theresa May's very expensive silk suit by spilling coffee. 'She did not see the funny side'

[#Polis2015](#)

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Freddie Whittaker

@FCDWhittaker

"The thing about Jeremy is that he's a genuinely tortured, angry individual. He looks angry because he is" - Andrew Marr [#Polis2015](#)

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Lauren Harris

@MsLoloJ

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[@MarrShow](#): Risk-averse politicians who obfuscate are being trumped by the Farages, Salmonds & BoJos who dare to voice an opinion. [#polis2015](#)

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Jennifer Lipman

@jenlipman

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Our productivity record is abysmal, but nobody talks about it, says Marr, when asked about issues of [#GE2015](#) [#Polis2015](#)

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Russell Hargrave

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Russell Hargrave
@Hargraver

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Andrew Marr: 'I've a foolproof way to avoid getting too close to politicians. I don't have any friends' [#Polis2015](#) [#scoop](#)

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Emily Revers
@EmilyRevers

Marr - job of political journalists to make complex and dull stories crisp, interesting and relevant to mass public [#Polis2015](#) [@MarrShow](#)

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Lizzie Stromme
@LizzieStromme

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Andrew Marr: "You're insane not to vote" [#polis2015](#) [#GE2015](#)

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Jennifer Lipman
@jenlipman

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'The rise of [#UKIP](#) is the almost inevitable result of flaws in EU... EU is not a properly democratic set up,' says Marr [#Polis2015](#)

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Nico Macdonald
@Nico_Macdonald

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I have never come across a part of British working life which is more optimistic and hard working – Andrew Marr on [#TechCity](#) at [#Polis2015](#)

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'BBC vs BuzzFeed?:which platform will win the election' featuring Alistair Stewart, Jamie Angus, Chris Birkett, Jim Waterson, Lucy Fisher and Helen Lewis

**Jon Woolfson**

@jonwoolfson

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BBC v BuzzFeed - [@alstewitn](#): people on social media are not bound by impartiality rules that TV channels are [#Polis2015](#)

3:06 PM - 27 Mar 2015

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**Conor McNally**

@conor_mcnally

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Jamie Angus, editor, BBC Today: The type of thing buzzfeed is doing has changed the way we work. Today now posts videos everyday [#Polis2015](#)

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**Emily Revers**

@EmilyRevers

'New media has given people a voice on old media who traditionally never had it' [@inevermentionit](#) [#Polis2015](#) [#OYW](#)

2 YEARS AGO

**PublicMediaAlliance**

@PublicMediaPMA

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[#polis2015](#) BBC v BuzzFeed: Which platform will win the election? Good red herring question. Old and new media need & borrow from each other

3:16 PM - 27 Mar 2015

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@PolisLSE

"Before, we never gave anyone's opinion other than our own and politicians" - [@inevermentionit](#) on new media giving voice [#Polis2015](#)

3:17 PM - 27 Mar 2015

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**David Feng**

@DavidFeng

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[#Polis2015](#) [@JimWaterson](#) speaking. A lot of things BuzzFeed gets credit for is just "the Internet" as in how it works.

3:18 PM - 27 Mar 2015

**Mary Leong**

@maryleong

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Buzzfeed doesn't put up full video/transcript (traditional media), turns it into clips & smaller articles = comparable readership

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**Nick Levine**

@nicklevine

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Buzzfeed is successful due to having old school tabloid values. [@helenlewis](#) [#polis2015](#)

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**Mercedes Bunz**

@MrsBunz

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This month, one BuzzFeed article was shared 16 million times



within 5 hours after it was posted [#whatcoloristhisdress](#)
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Buzzfeed too often portrayed as 'stuff that young people like' but it does have credibility problem, says [@helenlewis](#) [#Polis2015](#)

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Ceirney Eddie

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Deputy Editor of [@BuzzFeed](#) speaks about its function and future of social media on covering politics. [#Polis2015](#)

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Laura Goudkamp

@Summa Cum Laura

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 @Summa_Cum_Laura

#BuzzFeed and #BBC work as ecosystem: Buzzfeed has a credibility problem while BBC lacks playground features - says @helenlewis #Polis2015

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**Lauren Harris**

@MsLoloJ

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@helenlewis asks @jimwaterson why @BuzzFeedUK wants more political reporting. It's commercial; advertisers seek credible outlets. #Polis2015

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"What newspapers still do is good old fashioned scooping. The @bbc covers events that have already happened - @los_fisher #Polis2015

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**David Feng**

@DavidFeng

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#Polis2015 @grvlx001: "I don't think the BBC is dabbling in digital... I think we are living it."

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**Nick Levine**

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Helen Lewis pointing out that even the title of the debate is

clickbait. "BBC v BuzzFeed.Which plastform will win the election?" [#Polis2015](#)

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Colin Byrne

@capbyrne

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Bit of an old media gang up on Buzzfeed here. Like watching Ed face Paxo [#Polis2015](#)

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UK political twitter is the biggest echo chamber with the fewest readers [@jimwaterson](#) [#Polis2015](#)

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[@jimwaterson](#) - [@BuzzFeedUK](#) has a "deep conviction" that "original, funny & different content" is preferable to story of the day. [#Polis2015](#)

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'New forms of Political journalism' featuring Adrienne Russell, Emily Ashton, Charlotte Henry, Steve Herrmann and Joseph Stashko





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Visual update from the Wolfson Theatre: panel on new forms of political [#journalism](#) has just started! [#Polis2015](#)

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@ajreid

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"Incumbent on political journalists in such a close election to cut through the noise" of social media, says [@charlottehenry](#) [#Polis2015](#)

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Alastair Reid
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"We like to think that taking more time to add more context & work in more relevant data is better for the reader" [@JosephStash#Polis2015](#)

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**Nico Macdonald**

@Nico_Macdonald

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Our site itself just isn't the front page; we regard our Twitter and Facebook pages as our front pages – Emily Ashton

[@BuzzFeedUK](#) [#Polis2015](#)

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**helenarmfield**

@HelenArmfield

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"if you've got a good story to tell, for people to read, it doesn't matter what medium it is" [@elashton](#) at [#Polis2015](#)

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'Revolting Europe: continental media at a time of upheaval' featuring Mike Mullane, Cilla Benko, Vasilis Bitsis, Jordi Barcia and Guillaume Debre

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We are on our last session of talks now! [@mikemullane](#) introduces the topic - "Revolt Europe" [#Polis2015](#)

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Lauren Bernard

@Lauren_Bernard_

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Cilla Benko: Our Swedish radio station uses Snapchat to engage young voters - media should adapt to way people want to consume [#Polis2015](#)

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Swedish radio needed younger audience for election. Created an app to turn political debates into rap battles, [@Cassetteboy](#) style [#Polis2015](#)

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Oliver Imhof

@oimho

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Rap will solve European's political apathy, keeping it real... [#Polis2015](#)

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More than 900 journalists from all over the world involved in covering Greek crisis says Vasilis Bitsis [#Polis2015](#)

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Milan Dinic
@MilanDinic1

This last session should have been called The Greek led - Spanish backed yammer over Germany/EU... And media here and there... [#polis2015](#)

2 YEARS AGO



PublicMediaAlliance
@PublicMediaPMA

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Jordi Barcia from Spain's public radio: the crisis has been bad for PSB but has increased diversity of voices [#Polis2015](#)

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Jennifer Lipman
@jenlipman

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At [#polis2015](#) [@jordibarcia](#) says Spanish watching carefully to see how [#UKIP](#) will do at the election

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'Political Advertising' featuring Sue MacMillan, Sam Delaney and Benedict Pringle.





David Feng ✓
@DavidFeng

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Final talk for today, on Political Advertising with [@DelaneyMan](#)
[@benedictpringle](#) chaired by [@suemacmillan](#) #Polis2015

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@DavidFeng

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#Polis2015 Quote from David Ogilvy: "Political advertising ought to be stopped... It's totally dishonest."

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Luis Mingo 明路易
@Luis_Mingo_

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There are only 2 types of pol campaigns:

- Challenger: "Time for a change"
- Incumbent: "Things are OK. Don't let others wreck it"

#Polis2015

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Michael Ward
@MicMacW

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Interesting talk on political campaigning. Oppositions sell anger, incumbents sell fear #Polis2015

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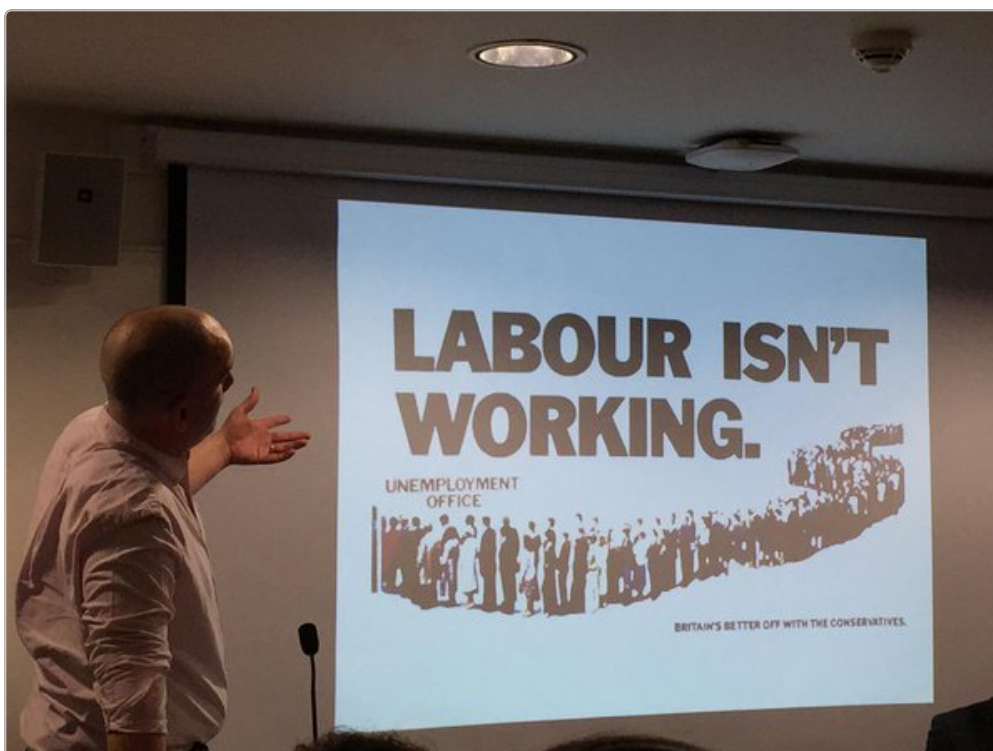
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"Don't try & introduce ideas, remind people of old truths", says [@benedictpringle](#) on political campaigns [#Polis2015](#)

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"Let's try to apply the same pun, punchy... that we do to commercial clients to political clients." Result. [#Polis2015](#)

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"The best and most powerful political posters don't even need captions", says (& shows) [@DelaneyMan](#) [#Polis2015](#)

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[@benedictpringle](#) 'you can promise what you want in political advertising. And we do' at [#Polis2015](#)

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Julia Ziemer

@Julezzee

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Here here “@CharlieBeckett: Thanks to all the stewards & interns who helped run #polis2015 today - wonderful people. pic.twitter.com/evlpvcfGWo”

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